

## CLAIMS

What is claimed is:

1. A label for use with a device comprising:  
a first end;  
a second end; and  
an intermediate portion having indicia disposed thereon specific to marketing the device, wherein the intermediate portion is selectively adjustable between a retracted position in which a portion of the intermediate portion is obscured, and an extended position in which at least a portion of the intermediate portion that was obscured is clearly seen or easily distinguished,  
wherein at least one of the first end and the second end is adapted to be connected to the device.
2. The label as recited in claim 1, wherein the intermediate portion comprises a folded portion.
3. The label as recited in claim 1, wherein the intermediate portion comprises a first portion and a second portion, the second portion being positioned beneath the first portion.
4. The label as recited in claim 1, wherein the intermediate portion comprises an S-shaped portion.

5. The label as recited in claim 1, wherein at least a portion of the intermediate portion is comprised of a flexible material.

WORKMAN NYDEGGER  
A PROFESSIONAL CORPORATION  
ATTORNEYS AT LAW  
1000 EAGLE GATE TOWER  
60 EAST SOUTH TEMPLE  
SALT LAKE CITY, UTAH 84111